



2024

**SOUTHERN
GREAT BARRIER
REEF**

ATEC MEETING PLACE POST EVENT REPORT

**28 - 30 OCTOBER
GOLD COAST, QLD**

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ATEC MEETING PLACE OVERVIEW

+ Highlights

Meeting Place is ATEC's biggest annual trade event with a full three-day program offering business-to-business trade engagement appointments, an insightful conference program, topical break-out sessions, buyer and supplier forums, extensive networking opportunities and gala celebration and recognition awards. The number one industry-delivered trade event on the inbound calendar.

Co Hosted by Tourism and Events Queensland (TEQ) and Experience Gold Coast (EGC), Meeting Place is a premier platform for Australia's tourism exporters to connect with global travel buyers with the event facilitating thousands of business meetings. As quoted by Peter Shelley (ATEC Managing Director),

“ ATEC Meeting Place plays a crucial role in the tourism export supply chain bringing together Australian based tourism products with the buyers who help them connect to international visitor markets globally. ”

Running concurrently under the B2B appointment schedules, were half-day supplier forums where key stakeholders presented, and held opened discussions on key topics facing the Inbound Tourism sector. Including our Austrade's Thrive 2030 progress, 'best practice distribution' and ways to make sustainability profitable

Morning of day three consisted of the conference plenary program, where industry heard updates from leading tourism government officials; Federal Tourism Minister, Don Farrell, addressed the need for our industry to maintain focus on sustainability and Phillipa Harrison, Managing Director, Tourism Australia introduced us to the future of distribution report recently released in partnership with Deloitte. The second part of the morning was spent with Simon Kuestenmacher on the future challenges in Australian and Global demographics and wrapped up with keynote presenter Curtis McGrath OAM, with his inspirational and deeply personal story of tragedy, resilience and triumph.

The second half of day three was break out discussion panel session across different locations around the Gold Coast and concluded with the Farewell Gala



As part of ATEC Meeting Place SGBR hosted three famils across the SGBR.

Bundaberg hosted:

- Asko Mamama - Project Manka
- Josh Askel - Goway Inbound
- Kellie Murphy - Get Lost Travel Group

Gladstone Hosted:

- Miriam Mouahbi – Just Co Spaces
- Jeanne Platel – My Dream Adventures

Capricorn Coast Hosted:

- Sandra Feustel - Pan Pacific Travel

Thank you to all the operators across the SGBR who hosted these Inbound Agents and showed them just how unique the SGBR is.

PARTICIPANTS FROM THE SGBR REGION



BUNDABERG • GLADSTONE • CAPRICORN

OPERATOR SUPPORT FOR FAMILIS

Bundaberg

Queensland Rail
Turtle Sands
Tinaberries
Lady Musgrave Experience
Taribelang Bunda Cultural Tours
Bundaberg Rum
The Bundaberg Brewed Drinks Barrel

Gladstone

Heron Island
Wilson Island

Capricorn Coast

Great Keppel Island Hideaway
Keppel Konnections
Freedom Fast Cats
Oshen Yeppoon
High Valey Dawn Permaculture Farm
Crimson Finch & Reef Distillers
Koorana Crocodile farm
Capricorn Caves
Empire Apartments

BUNDABERG REGION & REPRESENTATION

Loni Hammond - Industry & Trade Development
Executive, Bundaberg Tourism

Lady Musgrave Experience
Jacinta Gillard – Sales Manager

GLADSTONE REGION & REPRESENTATION

Aldesta – Heron & Wilson Islands
Karen Sweeney– Vice President Aldesta Hotels
Australia, Sales Manager

CAPRICORN COAST & REPRESENTATION

Eloise Chaffers – SGBR Destination
Representative Capricorn Enterprise

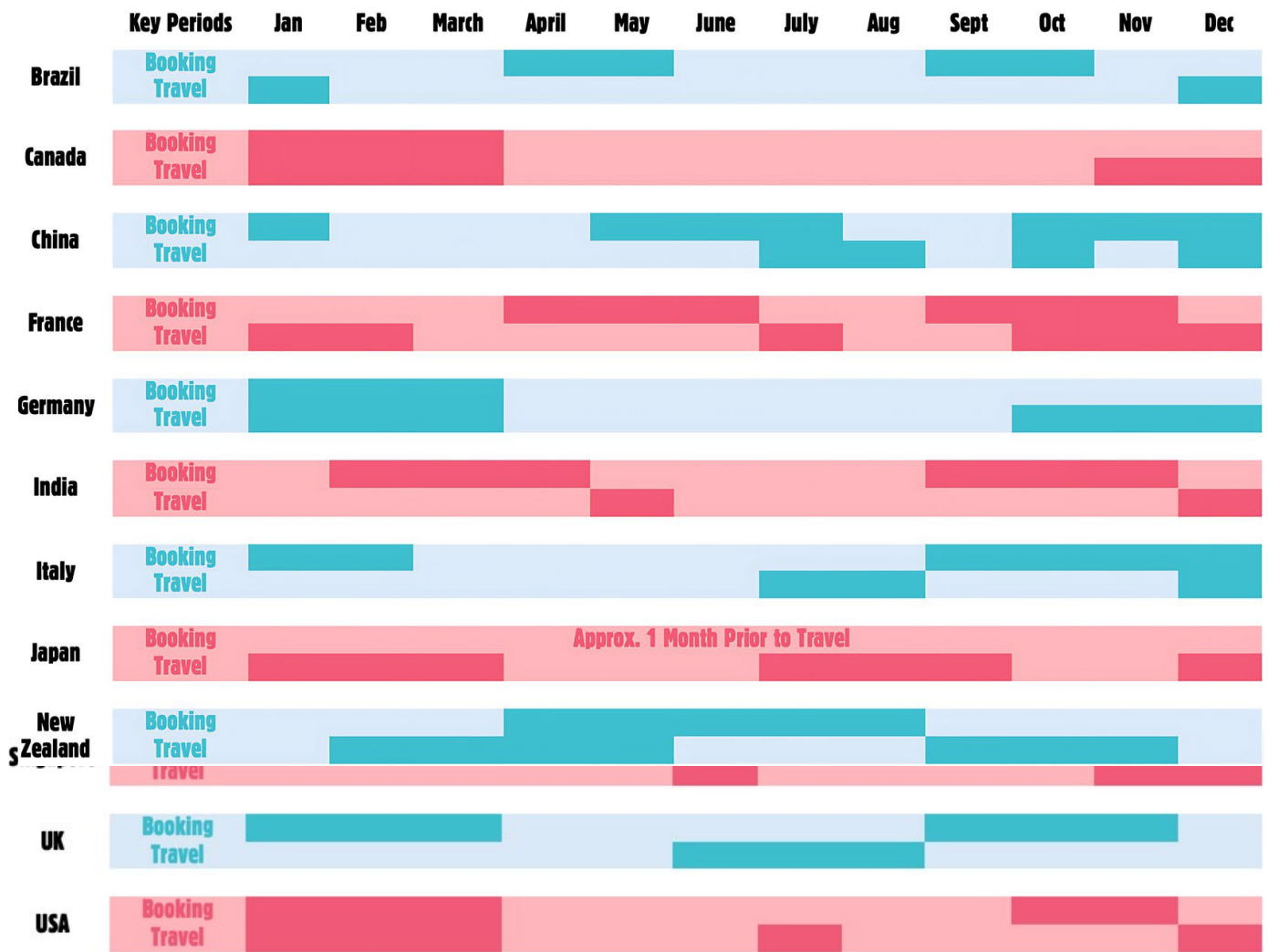


SGBR B2B APPOINTMENTS

Company Name	Location	Operation	Contact	Markets	Follow Up
My Dream Adventures	NSW	ITO	Jeanne Platel	NZ, AU, West EU, Oceania	Famil on Heron Island for 2 nights Sells SGBR a lot – product needs to be on Hero Monsoon Aquatics Has a staff member staying at Turtle Sands
Tripadvisor	NSW	OTA	Rebecca Maintlaid	India, Nth US, West EU, AU	Southern Great Barrier Reef destination searchable on Trip Advisor. Ad Express for RTO and operators
Australian Tourism Data Warehouse	QLD	SP	Briana Cunningham		Asked about where the gaps are in digital for operators so address in their development
Tourism Australia	NSW	NTO	Rachael Glendinning	India, SEA, West EU, NZ	Invite on a famil as never been and TA staff don't attend ATE famils
Australian Geographic Travel	NSW	ITO	Bryan Arnicar	Nth US, West EU, AU,NZ	Check Reef Sanctuary PAX for groups Doing Heron and Wilson package, needs a night to accommodate flight disruption Clients booking with longer lead time - launching tours for 2026 and they're selling out
Australia One	WA	ITO	Jenny Johnston	West EU	Silke.Pahl@australiaone.com.au - Product manager Oceania Reisen biggest client
Nova Coach and Tours / Travall Group	NSW	ITO	Frank Qingyuan He	NZ, Japan, SEA, China	Used to stay Bundaberg then reef from 1770 Looking for Accommodation packages for overnight stays on islands
AYM Golf Tours & Events	NSW	ITO	Sheri Yu	Nth US, UK, China	Small groups - 4 PAX - 30 PAX Book directly with operators 4.5* accommodation
39 Degrees South	VIC	ITO	Suchitra Reddy	West EU, Nth US	Moved away from FIT completely, only groups Invite on a famil - based in Melbourne
Project Matka	VIC	ITO	Asko Merilainen	Nordic, West EU	Famil I Bundaberg – Did a blog and I enquiry already Needs ground transport Email some social media content and operator sales

					training videos Email island access map
Southern World	NSW	ITO	Denise Pinto	UK, Sth US, West EU, Nth US	Based on Gold Coast - invite on famil & Roadshow Looks after FIT - UK Send links to trade manual, sales training videos
Australia Inbound By Orange Journeys (NSW)	NSW	ITO	Beate Kangler	UK, West EU, Nth US	Booking lots through Goway. Interested in Turtle Sands Looking at sustainability itinerary Looking for Bundaberg and Bargara accommodation
Quadrant Australia	NSW	ITO	Sharon Walker	Africa, NZ, Nth US, India	Beef Week 2027 & connecting with Loni for her Bundaberg holiday.
Make Trips	QLD	ITO	Sisi Bi	China, SEA, Japan	Student groups guided Looking for more affordable island itineraries LME, Peppers with Heron etc
HiOCEAN Travel	NSW	ITO	Sheng Le	China, West EU, Japan, Nth US	10 to 20 PAX groups plus FIT Send trade manual and island map Wanting LME and Heron for their groups
H2Oz Travel	QLD	ITO	Ivan Teh	India, SEA	Singapore - doing Cairns Day trips From Brisbane - looking for options
Terra Nova Australia	NSW	ITO	Daniela Gailer	West EU	May include Caves in 26/27 Looking for working farm - Sleipner Station - BBQ lunch option for day trips only Send Monsoon Aquatics - interested in education side
Student Educational Travel Organisation		SP	Liz Anderson	Service Provider	Operators that work with education groups
Tourism and Events Queensland	(QLD)	STO	Becca Doktan	SEA, UK, Nth US, China	Big supporter of SGBR. Visits Bundy each year, fishes at Agnes/1770 over Xmas. Hasn't been to Cap Coast
Goway Travel	NSW	ITO	Josh Akel	Nth US, West EU, Japan	Identify product gaps before BOTG campaign in January - February
KKday Australia	NSW	OTA	Jee Kim	SEA, China, Japan	20% average commission - does 15% up to 30% for exclusive deals Contracts accommodation directly - static rates only SGBR only destination with no product. Wanting to contract operators.
Ecotourism Australia	(QLD)	SP	Nadine Schramm	UK, AU, West EU, Oceania	Flagged green washing panel on conference program
GetYourGuide	NSW	OTA	Erin Kiely	AU, West EU, Nth US	Wanting all SGBR product. Work through product gaps

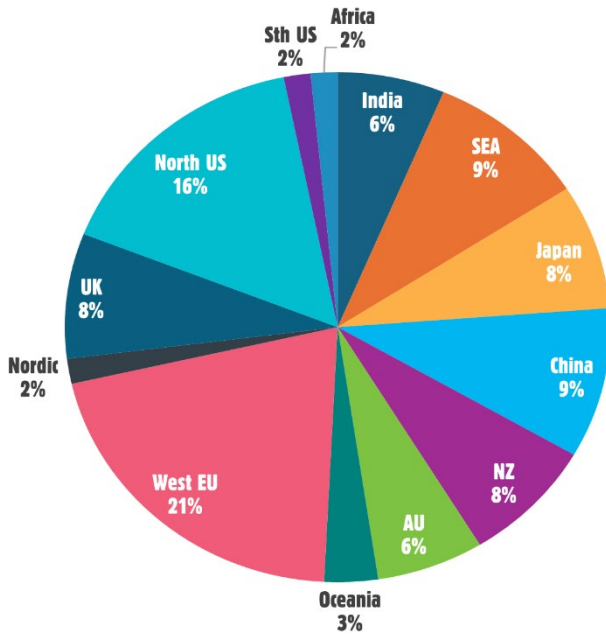
KEY BOOKING & TRAVEL PERIODS



**Sourced from
Tourism Australia*



BUYER MARKET DATA



Australia 6%

INSIGHTS:

- Outbound continues to grow quicker than inbound
- Domestic will be very competitive
- B2B OTAs and tactical campaign activity will play a large role in destination exposure

Europe 24%

INSIGHTS:

- Trips approx. 85% of June 2019 levels
- Sustainable travel is in demand
- Flight costs and capacity and Global economic factors affecting demand
- Longer stays

Eastern 32%

INSIGHTS:

- China still has challenges with travel to AU. Trips to AU 56% of June 2019
- SEA & India are key targets for most STOs due to shorter haul distance, flight capacity and cost
- India trips to AU 13% up on June 2019 levels
- These markets are very familiar with Cairns, SGBR needs more product in market with ITOs, OTAs and Tour Operators to gain exposure and awareness.

UK 8%

INSIGHTS:

- Average length of stay and expenditure has increased
- Trips to AU 86% of June 2019 levels
- Attractive market for SGBR as they are avid self-drivers

Canada & USA 18%

INSIGHTS:

- Market recovery has been strong from the United States
- Trips to AU 88% of June 2019 levels.
- Relatively strong economy
- Potential for SGBR with more flight capacity into Bris from the US

New Zealand 8%

INSIGHTS:

- Trips 97% of June 2019 levels
- Kiwis love Queensland
- TEQ aim to grow NZ visitors by 48% by 2028
- SGBR doesn't have many contracted products in market



SGBR **COLLATERAL** *for follow up*

[SGBR Trade Product Manual](#)

[SGBR Destination Overview Presentation](#)

[SGBR Itineraries](#)

[SGBR Destination Map](#)

[SGBR Island Access Map](#)

[SGBR Island Sales Tool](#)

[Capricorn Coast Trade Training Videos are available here.](#)

[Gladstone Region Trade Training Videos are available here.](#)

[Bundaberg Region Trade Training Videos are available here.](#)

[Fact sheet](#) for building SGBR destination content on websites

Tools to develop engagement in the SGBR destination across social media

[Image Gallery](#)

[Videos](#)



SGBR's **SUMMARY** *of Meeting Place 2024*

CONFERENCE DAY & DISCUSSION PANELS

Distribution Best Practice

- Respect the distribution system and its rate structures
- Prefer ATEC Partners as they have been vetted as reputable
- Booking & Cancellation Terms need to be reflective of distribution channel and market
- Buyers respect market specific rate

Distribution Landscape

TA released their [Future of Distribution Research](#)

Global Demographics impacting Australia over the next 10 years

- Staffing operations will be a major challenge
- Now or never visitors deferred by high airfares
- Pre-family visitors substitute their Australian trip with cheaper alternatives
- VFR -POM's make-up majority, will shift to Indian, Kiwi and Chinese within the next years as the population of the British ex pats ages/dies off.
- A focus on older travelers in a good strategy
- Tourism is high at both ends of the spectrum of spending while the Centre weakens. Suggest International tourism focus is on up market

Getting Ready for Environmental, Social & Governance (ESG) Reporting

- ESG reporting will be mandatory for all businesses in the future
- Start implementing processes and tools now, be prepared
- The European Union (EU) has a new law to prevent greenwashing, that aims to protect consumers, promote environmentally-friendly decisions, and create a circular economy

Partnering with OTAs for market data insights

- Harness data for strategic advantage and drive your business forward

Curtis McGrath (OAM) on resilience

- Continually make clear-set goals to continue forward momentum.
- Social support structures around you can also help you achieve these goals and stop from ruminating on the negative/past

SGBR KEY LEADS & FOLLOW UPS

- **TripAdvisor** – Free ad campaigns with Ad Express
- **KLOOK & KKDAY** – Wanting SGBR experiences on their platform Excellent for the SEA market
- **Goway** – Wanting SGBR accommodation and experiences please reach out to josha@gowaycom.au
- **House of Travel**- building SGBR destination and product on their website
- **Getyour Guide** – Chasing the following operators:
 - Monsoon Aquatics
 - Lady Elliot Island Eco Resort
 - Australia Whale Experience
 - Gladstone Regional Tours



MEETING PLACE 2025

ATEC Meeting Place has been flagged to be held at approximately the same time of year in 2025, so mark your calendars if you are wanting to grow your inbound visitors.